

<b>Tourism and Recreation Event Programme</b>	<b>11<sup>th</sup> December 2018</b>
<b>To: The Leisure and Development Committee For Decision</b>	

<b>Linkage to Council Strategy (2015-19)</b>	
<b>Strategic Theme</b>	Promote our tourist offer locally and internationally
<b>Outcome</b>	<p>Improve prosperity</p> <p>To provide a balanced portfolio for major events across the Borough and facilitate partnership with other event promoters.</p>
<b>Lead Officer</b>	Head of Tourism and Recreation
<b>Cost:</b> (If applicable)	£ 496,700 Revenue Cost

**The purpose of this report is to present to Members a synopsis of events that could be directly delivered by Council's Events Team in 2019 / 2020 and to seek direction from Elected Members regarding implementation with available resources.**

### **Background**

Causeway Coast and Glens Borough Council has within its Tourism and Recreation remit, a policy on the delivery and support for others to deliver quality events across the area, inspiring visitors to stay and spend within the economy.

It is recognised that many of the Council-led events bring significant return on investment, with examples including a direct economic Impact of £2.3 million being experienced for both the Lammas Fair and Airwaves events.

Objectives for the event remit include:

- To provide high profile, one-off and recurring events which complement the current portfolio.
- To develop a core number of events which are unique and embedded in the character of the area.
- Act as a significant contributor to our economy and provide a strong evidential base for this.
- Work in collaborative partnership with public/private and voluntary sectors to achieve successful event delivery, with clearly identified and understood roles.
- Create successful high-quality events throughout the calendar year.
- The Council area will be recognised as a place to host major events for the benefit of the citizens of the area and visitors, ensuring that impact and legacy are delivered on an ongoing basis.

Causeway Coast and Glens Borough Council currently supports events through three strands:

1. Council Events - Events which are managed and delivered by Council.

2. TEFP Events (Tourism Events Funding Programme) - Events which are financially supported by Council. This fund has a budget of £250,000, is heavily over-subscribed and 63% of the funds are allocated to two events.
3. External Assisted Events - Events which benefit the Borough and are assisted by Council in many ways, such as the use of land, infrastructure, human resources.

### **Council Managed Events for 2019:**

Council has a varied portfolio of activities, managed directly by the Events Team, taking place across the Borough throughout the year. **Table 1** details events that could be delivered by the Events Team for 2019 / 2020, given the appropriate budget and resource support, approved by Elected Members.

With the number and organisational complexity of the Tourism and Recreational Events remit, Officers are seeking direction from Elected Members, with a view to agreeing on an events schedule for 2019 / 2020. This will allow the Events Team to plan for next year's events and ensure that dates are confirmed and is subject to confirmation of financial resources, as part of the rates setting process.

**Table 1**

<b>Event</b>	<b>Date</b>	<b>Budget Requirement 2019</b>
Easter Seasonal Programme	Sunday 21 <sup>st</sup> - Monday 22 <sup>nd</sup> April	£1,500
Spring Fair	Saturday 13 <sup>th</sup> April	£15,000
NW200 Race Week Festival	Sunday 12 <sup>th</sup> - Saturday 18 <sup>th</sup> May	£22,000
Rathlin Sound Maritime Festival	Friday 24 <sup>th</sup> May - Sunday 2 <sup>nd</sup> June	£25,000
Salmon and Whiskey Festival	Saturday 8 <sup>th</sup> - Sunday 9 <sup>th</sup> June	£17,000
Rhythm of the Bann	Saturday 22 <sup>nd</sup> June	£16,500
Open Championship - Festival of Golf	Monday 15 <sup>th</sup> – Sunday 21 <sup>st</sup> July	N/A
Seasonal Summer Programme (Summer Theatre Programme)	Monday 8 <sup>th</sup> July - Friday 23 <sup>rd</sup> August	£3,000
Summer Fireworks Evening (Finale of Red Sails) Portstewart	Saturday 27 <sup>th</sup> July	£6,500 (Fireworks)
Summer Seasonal Programme	Thursday 1 <sup>st</sup> – Friday 23 <sup>rd</sup> August	£4,000
Summer Entertainment and Fireworks Evening Portrush	Saturday 17 <sup>th</sup> August	£7,000 (£5,000 fireworks and £2,000 Entertainment)

Auld Lammas Fair	Saturday 24 <sup>th</sup> - Tuesday 27 <sup>th</sup> August	£71,500
Airwaves	Saturday 31 <sup>st</sup> - Sunday 1 <sup>st</sup> September	£223,500
Seasonal Halloween Events x 4	Saturday 26 <sup>th</sup> - Thursday 31 <sup>st</sup> October	£27,200
Atlantic Sessions	<b>TBC</b> Thursday 14 <sup>th</sup> - Sunday 17 <sup>th</sup> November	£13,000
Seasonal Christmas Light Switch On's (to include Festive Fund)	<b>TBC</b> - November and December	£44,000 (includes Festive Fund and Management Costs)
<b>Total Request</b>	<b>£496,700</b>	

### Constraints for 2019

The budget detailed in **Table 1** is the minimum resources needed to allow these events to occur without any advancement in the programming or infrastructure required as part of the process for development and improvement. As part of the management process, the Event Team have been evaluating Council's events and assessing areas for development including quality of experience and expansion into new markets. A 'stress - testing' process has highlighted the need for further investment in several of the Council - delivered events. With this, there are financial implications and Officials have identified key events that require additional resources to secure growth and / or maintain the quality expected and anticipated from the visiting public.

During October 2018, a presentation was delivered by Officials to a Councillor Workshop. It was proposed and agreed that an Approach to Event Delivery over the next five years (2020 - 2025) would be scoped and developed early in 2019. A detailed Paper on the Way Forward will be brought for the Leisure and Development Committee's consideration. It will identify key challenges and opportunities, regarding budgetary constraints, the need to rejuvenate and develop Council's events, particularly in the off - peak season; the management and delivery mechanisms and event evaluation.

### The Air Show

Airwaves has grown to become the largest aviation event on the Island of Ireland. Furthermore, the STEM element has proved to become a huge success with the increasing involvement of the NI aviation / aerospace industry and educators (predominately tertiary education providers – Queens University, Ulster University and the regional colleges).

In 2018, Invest Northern Ireland and Tourism Northern Ireland sponsored the event, in addition to a range of local businesses, however, the net cost remains in excess of £200k.

In 2017, the event was assessed to create £2.5m economic impact for the Borough's economy, which would indicate that Airwaves is 'value for money'.

Yet, the cost of the air display is increasing. Based upon budgetary constraints, the air display cannot be developed to extend the 'wow factor' beyond the existing line-up predominately provided by the Red Arrows, the Typhoon (Euro Fighter) and a small number of private pilots.

In 2019 the successful delivery of Airwaves will prove to be especially challenging due to a number of external influences:

- The Royal Air Force Aerobatic Team, the Red Arrows, is set to embark on a nine-week flying display programme in North America throughout August and September 2019, and consequently will not be available for Airwaves 2019.
- The Northern Ireland airport runway infrastructure is not able to accommodate a range of fast jets that could otherwise perform at Airwaves (if budget was available). Specifically in the absence of the necessary runway cable or arresting gear, display teams from other European countries are unable to operate in Northern Ireland.
- The Scottish Air Show at Prestwick is not occurring in 2019. Consequently, the ability to share costs with Ayrshire Council / Scottish International Airshow has been lost. This adds an additional £15k onto the budget in comparison to 2018.
- The Traffic, Transport and Parking management plan has an additional cost (following the introduction of legislation in 2018). This adds an additional £15k onto the budget in comparison to 2018.
- Headline sponsorship has not been secured, despite considerable effort by officers to secure sponsorship.
- The summer events programme specifically focused on Portrush is ‘crowded’ based upon The 148<sup>th</sup> Open and an emerging classical music event being developed by the Kelly’s Complex (date yet to be confirmed).

In general, Airwaves has proved to be a significant and successful part of the Borough’s event programme, extending the season beyond the school holidays. But the impact and success of the event will be diluted without the Red Arrows and there is little scope to enhance the air display without significant investment.

### **Recommendation**

Members are requested to consider the following recommendations:

1. Consideration of the future of Airwaves:
  - a. Continue the delivery of Airwaves, knowing the challenges outlined above.
  - b. Cease Airwaves in 2019 and investigate alternative event options for 2020.
  - c. Cease Airwaves in 2019 and reinstate for 2020, although the increasing net cost position is likely to remain unchanged.
2. Incorporating the decision in relation to recommendation 1, consideration is requested in relation to the schedule of managed event activity detailed for the incoming year and direction sought to allow the Event Team to schedule and plan for the events listed in **Table 1** and **Annex A**.

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<u>Dates</u>	<u>Event</u>	<u>Description of Event</u>	<u>Post Event Analysis</u>	<u>2019-2020</u>	<u>Budget</u>
<b>APRIL</b>					
Sun 21st - Mon 22 <sup>nd</sup> (Annual Dates Dependent on Easter)	Easter Seasonal Programme	Spectacular free street theatre taking place in Ballycastle, Limavady, Portrush and Portstewart featuring circus shows.	Questionable whether events significantly increase footfall - small numbers in attendance.  Not embedded in the character of the area.  Not a significant contributor to visitor numbers, bed nights and spend.	Potential for a business to sponsor: events team to explore.  Potential for community group to deliver on behalf of Council: Events team to explore.	<b>2019/2020 Budget:</b> <b>£1,500</b>
<b>APRIL</b>					
Sat 13 <sup>th</sup> (2nd Weekend in April)	Spring Fair (New Signature Event Ballymoney)  <b>Ballymoney</b>	Multi-site event in Ballymoney's Castlecroft, Megaw Park and Joey Dunlop Leisure Centre grounds. Elements of this event are a fun day in Megaw Park, artisan market and entertainment in Castlecroft and vintage motor show concluding with a cavalcade and parade.	Fit with Council Objectives.  Opportunity to develop as Signature event for Ballymoney.  Attracts footfall to Ballymoney town centre - significant crowds in 2018.  Showcases Ballymoney as the first major event of the year.	Event identity needs refined.  Events team to explore and develop the Ulster Scots theme and explore funding from Ulster Scots Agency.  Ulster Scots is embedded in the Cultural Heritage of Ballymoney: Events Team to develop food, storytelling, music, dress, poetry, trail or experience through the town etc.	<b>2019/2020 Budget:</b> <b>£15,000</b>

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<b>MAY</b>					
Sun 12 <sup>th</sup> - Sat 18 <sup>th</sup>	NW200 Race Week Festival  <b>Portrush, Portstewart, Coleraine, Ballymoney</b>	Alongside the accelerating events on the nine-mile circuit the 2018 NW200 Race Week Festival features a number of exhibitions, vehicle displays, chat shows, family motor fest, meet the rider's session, live music, fireworks and much more.	Fit with Council Objectives.  Entertainment programme rolls out to Coleraine, Portrush and Portstewart, and Ballymoney.  High attendance figures at all events.  NW200 event organisers have stated they welcome these 'wrap around' activities as it disperses visitors.  Food trading income to be developed further.  'Wrap-around' programme contributes to overall event, reporting a £10.4 million return in 2017 (Sheffield Hallam).	Event will continue to be developed (particularly Wednesday night activities) with new entertainment acts sought to keep event innovative and maintain interest.  Sponsorship will be sought to secure additional income for this event and consideration given to a themed approach to week-long activities.  Programming of NW200 Race Week Festival to become more integrated into both programming and marketing of overall NW200 event.  New sites to be scoped to allow for potential motocross and scrambling events - assist with elongation of event.	<b>2019/2020 Budget:</b>  <b>£22,000</b>

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<b>MAY</b>					
Fri 24 <sup>th</sup> May - Sun 2nd June	Rathlin Sound Maritime Festival  <b>Ballycastle, Rathlin</b>	The sixth Rathlin Sound Maritime Festival is a ten-day programme of nautical themed events in Ballycastle and Rathlin Island. The festival celebrates the culture, cuisine and coastal treasures with exciting sea-focused events such as the Tall Ship, Curragh's, have-a-go kayaking including cookery demonstrations, classes, traditional music, Naturally North Coast & Glens Market and an 'Ulster Chowder Cook off' only give a flavour of what is on offer to see and do.	Fit with Council Objectives.  Unique opportunity to showcase tourism assets of both Rathlin Island and Ballycastle and drive economic benefit.  Opportunity for partnership working between Council and community in both Rathlin and Ballycastle.  Opportunity to develop ticket sales through programming.  Opportunity to animate the local area and engage business community to ensure economic benefit is not confined to seafront areas.  Event needs to ensure maritime heritage is at the core of all programming.	Event programme is condensed into one weekend (to retain Tourism focus) and that further business and community engagement is undertaken.  Work will start to assist community group refocus effort on Maritime / Boat Heritage theme.  Event programme to be condensed.  MOU to be put in place, with Tourism objectives similar to TEFP fund developed.  Work to develop into a signature Tourism Event attracting non-locals.  Opportunity to 'piggy-back' on Belfast Maritime	<b>2019/2020 Budget:</b>  <b>£25,000</b>

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				Festival and associated assets.  Tall Ship is essential to event programming.	
<u>Dates</u>	<u>Event</u>	<u>Description of Event</u>	<u>Post Event Analysis</u>	<u>2019 -2020</u>	<u>Budget</u>
<b>JUNE</b>					
Sat 8 <sup>th</sup> - Sun 9 <sup>th</sup>	Salmon & Whiskey Festival  <b>Bushmills</b>	This festival's main attraction is the sumptuous tastings of salmon with live cookery demonstrations in the cookery theatre marquee and themed dishes in the local restaurants, along with whiskey tastings in the distillery, tours of the salmon station, artisan stalls, heritage talks, craft workshops, live traditional music and dance and many street performers that add to a splendid atmosphere during this ever popular food festival.	Fit with Council Objectives.  Event commands significant in-kind support from local Bushmills Distillery and Salmon Fishery.  Event is a good example of collaborative working between Council and the voluntary sector through Bushmills Development Association.  Signature event with significant developmental opportunities.  However, Fishery does not open on Sunday - event could perhaps be condensed into a Saturday-only event or a	Opportunity to grow event as a signature Tourism Food and Drink event.  Ensure Salmon and Whiskey event brand is fully utilised and exploited.  New branding developed in 2018 to be rolled out.  Work with event delivery partners to ensure lessons from Ludlow are explored.  Remove Stage and replace with low key background music in various locations (raised platforms).  Remove Parade.	<b>2019/2020 Budget:</b>  <b>£17,000</b>

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		<p>Friday evening / Saturday event.</p> <p>In 2017, 1,400 visited the Fishery on the Saturday. Saturday has the largest footfall in the Distillery.</p> <p>Feedback from business extremely positive.</p> <p>Significant social media footprint - 26,000 reach - opportunity to exploit this to promote the event and destination.</p>	<p>Exploit opportunities of the International Year of the Salmon.</p> <p>Potential zoning of the event.</p> <p>Second Marquee with children's activities</p> <p>Food element to be developed further for 2019.</p> <p>Bushmills Distillery and Salmon Fisheries partnership to be further developed.</p> <p>Opportunities for Randox / Keenan's Seafood to be approached to support event.</p> <p>Potential use of the Village Green and McNaughton Estate.</p> <p>Millennium Park to be fully utilised with</p>	
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				entertainment programme extended.  Continue to exploit local food / cuisine provision through securing reputable local chef for festival demonstrations.	
<u>Dates</u>	<u>Event</u>	<u>Description of Event</u>	<u>Post Event Analysis</u>	<u>2019 -2020</u>	<u>Budget</u>
<b>JUNE</b>					
22nd June	Rhythm of the Bann Cultural Music & Dance Festival (New Signature Event for Coleraine)	A one-day festival of global cultural music and dance ranging from traditional to contemporary and international. Venues include outdoor events, bars, restaurants and coffee shops.	Fit with Council Objectives - however requires further planning and development and a better lead-in time.	For 2019, develop water activities on the River Bann in conjunction with local stakeholders and Waterways Ireland eg.(Regatta), Rowing, and Dragon Boar Challenge.  For 2019, develop Christie Park into a food, music, market venue.  Full programme of day activities with water based sports complimenting ground activities at Christie Park.	<b>2019/2020 Budget:</b> <b>£16,500</b>

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				Developmental work will be undertaken around event programming.	
<u>Dates</u>	<u>Event</u>	<u>Description of Event</u>	<u>Post Event Analysis</u>	<u>2019 -2020</u>	<u>Budget</u>
<b>JULY</b>					
Mon 8 <sup>th</sup> – 31 <sup>st</sup>	Seasonal Summer Programme  <b>CCGBC area</b>	The seaside resorts of Ballycastle, Portrush and Portstewart will stage a variety of street theatre shows for the months of July and August during the tourist season.	Contributes to animation in each town.  Questionable whether events significantly increase footfall or economic benefit - not a tourism attractor.	A review of the Summer Programme will take place to assess the needs of resort towns and the expectations / requirements of visitors.  Assess viability in 2019 of this programme and report back with recommendations for the future.	<b>2019/2020 Budget:</b>  <b>£3,000 (Summer Theatre Programme)</b>
<b>JULY</b>					
Sat 27 <sup>th</sup>	Summer Fireworks Evening (Finale of Red Sails Fest)  <b>Portstewart</b>	This is an annual event in Portstewart, with significant attendance. A number of years ago, the event was packaged onto the end of the Red Sails event, where it has remained, giving a strong finale to the Red Sails Festival.	Fit with Council Objectives.  Event demonstrates good example of collaborative working between Council and Portstewart Community Association.  Drives significant footfall to Portstewart (3,000 PSNI) with consequent economic	Events Team will continue to work with Portstewart Community Association to develop this event.	<b>2019/2020 Budget:</b>  <b>£6,500 (fireworks)</b>

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			benefit, as well as an opportunity to showcase tourism product.		
<b>Dates</b>	<b>Event</b>	<b>Description of Event</b>	<b>Post Event Analysis</b>	<b>2019 -2020</b>	<b>Budget</b>
<b>AUGUST</b>					
Thurs 1 <sup>st</sup> - Fri 23rd Aug	Seasonal Summer Programme  CCGBC area	The seaside resorts of Ballycastle, Portrush and Portstewart will stage a variety of street theatre shows for the months of July and August during the tourist season.	Contributes to animation in each town.  Questionable whether events significantly increase footfall or economic benefit - not a tourism attractor	A review of the Summer Programme will take place to assess the needs of resort towns and the expectations / requirements of visitors.  Assess viability in 2019 of this programme and report back with recommendations for the future.	<b>2019/2020 Budget:</b>  <b>£4,000 (included in July Summer Programme budget)</b>
<b>AUGUST</b>					
Saturday 17 <sup>th</sup>	Summer Entertainment & Fireworks Evening  Portrush	The Summer Entertainment & Fireworks evening held at Ramore Head, Portrush is a fantastic event to commence drawing visitors into the seaside resort at the start of the tourist season with a live concert, family entertainment and a fireworks extravaganza.	Fit with Council Objectives.  Attracts significant footfall into the Portrush area.  Long established event in Portrush.  Event dates clashes with other funded events in the Borough.	Assess viability in 2019 of this programme and report back with recommendations for the future.	<b>2019/2020 Budget:</b>  <b>£5,000 (fireworks) and £2,000 (entertainment)</b>

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			Forced to an exposed site in 2018 for entertainment, resulting in reduced attendance - this risk is prominent for 2019, if date needs to be switched to accommodate funded events.		
<b>AUGUST</b>					
Saturday 24 <sup>th</sup> - Tuesday 27 <sup>th</sup>	Auld Lammes Fair  <b>Ballycastle</b>	Ireland's traditional oldest fair which takes place on the last Monday and Tuesday of August. In 2018, activities were programmed on the Saturday evening (Point to Point) resulting in a four - day festival. The present-day fair provides street entertainment and market stalls. Two days of trading, bargaining, traditional music and dance, horse trading village, amusements, artisan market and street theatre to add to the atmosphere in the beautiful seaside resort of Ballycastle.	<p>Fit with Council Objectives.</p> <p>Injection of the Point to Point on the Saturday evening and Fireworks on the Sunday night proved very positive - high numbers in attendance.</p> <p>The addition of some agricultural elements proved popular and the new brand was well received. The horse-trading element remains strong.</p> <p>New 'Park and Ride' facility proved popular.</p> <p>Sheffield Hallam report for 2017 notes the following KPI's:</p>	<p>Further develop new activities and broaden the appeal of seafront experience in Ballycastle. (eg. Displays, Competitions).</p> <p>New activity to be explored for Quay Road Playing Fields.</p> <p>Further development of Transport and Traffic Management.</p> <p>Further development of the food offering required.</p> <p>Point to Point activity (Saturday evening) and</p>	<b>2019/2020 Budget:</b> <b>£71,500</b>

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			<ul style="list-style-type: none"><li>• 130k actual visitors</li><li>• £44 spend per person per day</li><li>• Economic Impact - £2.3 million</li></ul> <p>Opportunity to promote local traders.</p> <p>The quality of offering at the Street Fair needs to be uplifted. There is also a threat to the loss of the horse-trading site as it is operated on private land.</p>	<p>horse trading element to be further developed.</p> <p>Work with local traders in relation to the Sunday night event at The Diamond.</p> <p>Possibility of a new small raised stage at diamond to be explored. (Will require consultation on re-designation).</p> <p>Consultation to commence with key stakeholders on the re-designation of Clare Street into an outdoor food trading area. (Drapes across street/sausage/fish market).</p> <p>Puck Fair Killarney – potential event bench marking to be exploited.</p> <p>Sponsorship opportunities to be sought for 2019.</p>	
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<u>Dates</u>	<u>Event</u>	<u>Description of Event</u>	<u>Post Event Analysis</u>	<u>2019 - 2020</u>	<u>Budget</u>
<b>SEPTEMBER</b>					
Sat 31st - Sun 1st	Air Waves Portrush  <b>Portrush, Portstewart</b>	The largest air show in Northern Ireland and Ireland. A free 2-day event with air displays, sea displays, ground attractions including a motor village, STEM exhibitions, artisan market and a dusk air display in Portstewart with pyrotechnics and lots of entertainment for the whole family.	Fit with Council Objectives.  2018 - New ground reconfiguration to enhance the visitor experience - well received.  Traffic Management Plan for 2018 event worked well,  Weather lead to cancellation of air displays on both Saturday and Sunday.  Third year of the Airwaves Portstewart aerial and entertainment programme - proved very popular.  Business Engagement Day attracted many industry personnel on the Saturday.  Family Day in marquee on the Sunday - new addition – proved popular.	Air assets will be reviewed for 2019, to keep event fresh (loss of Red Arrows due to American Tour - alternative aircraft to be sought).  Ground configuration to explore new activities such as increased water activity, street theatre, Laser Show in Portstewart to compliment Saturday evening activity.  Sponsorship Plan to be developed and rolled out.  Comprehensive and integrated marketing plan to be implemented from January 2019.  Reconfiguration of the site to extend STEM and look at trade space.	<b>2019/2020 Budget:</b>  <b>£223,500</b>

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		<p>2016 Airwaves event was externally evaluated by Sheffield Hallam university. Key headline statistics are as follows:</p> <ul style="list-style-type: none"><li>• Economic Impact - £2.4million</li><li>• Spectators - 150,000</li><li>• Unique Spectators - 101,230</li><li>• 47,619 (47%) - Spectators from outside the Causeway Coast and Glens Boundary</li><li>• TOTAL AVE - £360,238.82</li><li>• Commercial Stayers - 10,485</li><li>• Average Nights - 2.08</li><li>• Bed Nights - 21, 815</li><li>• Accommodation Spend - £409,032</li><li>• Average Cost PPPN - £18.75</li></ul>	<p>Continue to expand Business Engagement element.</p> <p>Maximisation of trade stand income.</p> <p>Fly-pasts over Portrush Golf Club remain a risk.</p>	
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		<p>96% of respondents 'Enjoyed / Greatly Enjoyed' the event</p> <p>98% of respondents stated that they would return to view the Airshow in the future</p> <p>88% reported a desire to return to the area on holiday</p> <p>Significant traffic issues on the Saturday due to Red Arrows later display and good weather conditions.</p>		
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<b>OCTOBER</b>					
Sat 26 <sup>th</sup> - Thurs 31 <sup>st</sup>  Saturday 26th - Coleraine  Monday 28th - Limavady  Tuesday 29th - Ballymoney  Thursday 31st - Ballycastle	Seasonal - Halloween x 4 events  <b>CCGBC area</b>	Various Halloween events taking place across the Borough in Ballycastle, Ballymoney, Coleraine and Limavady with fireworks, live music and entertainment, spooky parades and workshops.	Fit with Council Objectives.  Attracts footfall to all major towns - out of season.  Opportunity for engagement with business and community sector.  Opportunity to differentiate / create bespoke events for each area.	Opportunity for sponsorship from the private sector.  New innovative programming to be pursued.  Develop each town with signature elements eg. Ballycastle Parade, Ballymoney Haunted House, Coleraine Twilight Parade.	<b>2019/2020 Budget:</b> <b>£27,200</b>
<b>NOVEMBER</b>					
Thursday 14 <sup>th</sup> - Sunday 17 <sup>th</sup> November	Atlantic Sessions  <b>Portrush</b> <b>Portstewart</b> <b>Portballintrae</b>	Portrush, Portstewart and Portballintrae. A four-day festival of original music ranging from traditional to contemporary and electric to acoustic. Venues include bars, restaurants, coffee shops and arts facilities.	Fit with Council Objectives.  Showcases local acts.  Addresses seasonality - off peak event.	Continue to build on opportunities for commercial sponsorship and support.	<b>2019/2020 Budget:</b> <b>£13,000</b>

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<b>NOVEMBER</b>					
Ballymoney- Thursday 21st  Limavady- Saturday 23rd  Coleraine- Friday 29th  5 smaller towns TBC  All dates subject to consultation	Seasonal- Christmas Light Switch on's  <b>CCGBC area</b>	Christmas Lights Switch on's will see Santa make a number of visits across the borough to help switch on the festive Christmas lights. Live Music and entertainment help create a real sense of atmosphere at each event.	Fit with Council Objectives.  Attracts footfall to the main towns - most effectively where local businesses / chambers are actively involved.  Provides animation.  Significant attendance in the main towns - minimal attendance in the five smaller towns.  Too many of these events dilute the attraction and appeal.	At October 2017 L&D meeting, agreed that a new approach would be taken on Council - led Christmas Switch-On's for 2018 – Tender for outsourcing Christmas delivery issued October 2018 – no uptake – earlier procurement needed for 2019 with increased budget assigned to this activity.  The Tourism and Recreation Service, along with the Community and Culture Services Team and the Funding Unit, are to identify ways for greater involvement and potential delivery of the Christmas Events by the Community Sector. Officers will report back to the Leisure and Development Committee on these findings early in 2019.	<b>2019/2020 Budget:</b>  <b>£44,000 (includes £5,000 for administra tion of Festive Fund)</b>

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<b>DECEMBER</b>					
TBC  Ballycastle- Thursday 5th	Seasonal- Christmas Light Switch on's  <b>CCGBC area</b>	Christmas Lights Switch on's will see Santa make a number of visits across the borough to help switch on the festive Christmas lights. Live Music and entertainment help create a real sense of atmosphere at each event.	As above.	As above.	